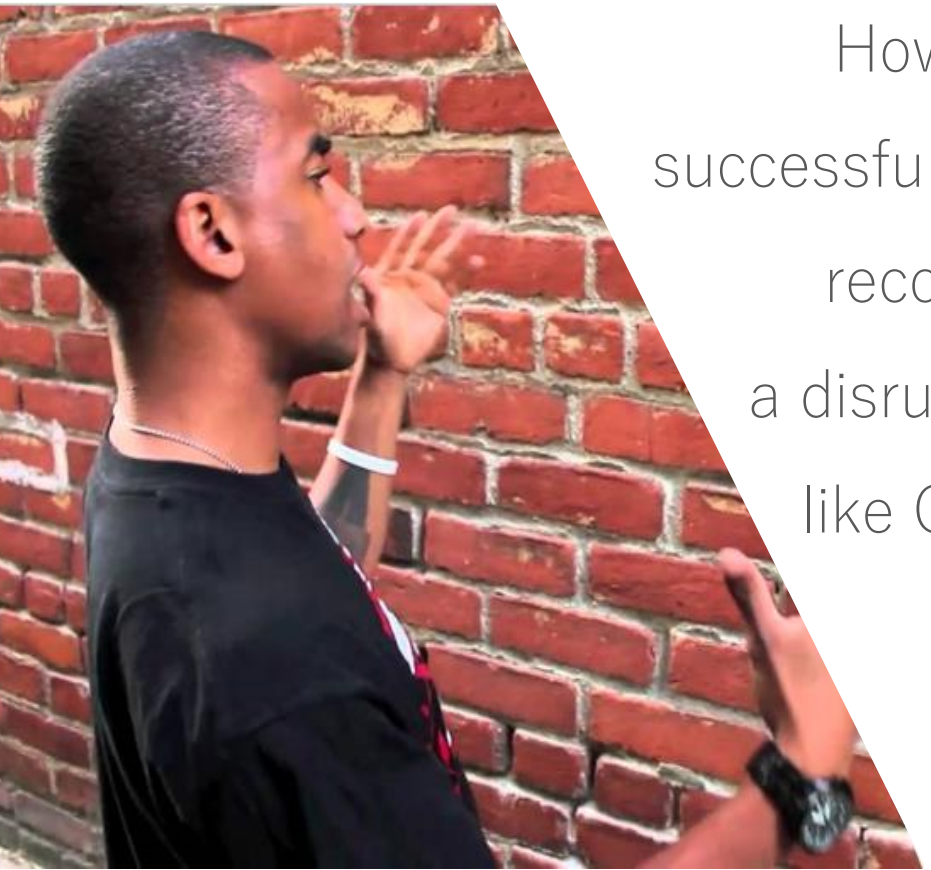
ARVIND

CUSTOMER ENGAGEMENT

Personalized customer engagement for the recovery and reinvention of global travel

The Problem



How do you successfully manage and recover from a disruptive event, like Covid-19?

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You do it, by seamlessly integrating electronic data collection and management to keep travelers connected, engaged, and informed about the changes disruption brings and the new positive norms.

Process Modernization drives digital transformation

Key elements are flexibility, automation and data

- Data collection is still fragmented and informal
- Key customer data is outside of the organization - with the customer
  - this is a real barrier to making good decisions based on customer attitudes and expectations
- Customer data is not making its way out of its silo
  - Data silos are the #1 technical challenge

* Forrester Consulting IBM Research Study – Reinventing Workflows 2020

Forrester Consulting Research*

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- Rising customer expectations intensify the demand for seamless information experiences – requiring investment in process and technology
- Companies must adopt the internal processes and tools that ensure information is delivered in a continuous customer journey, devoid of disjointed handoffs - and personalized for the customer's real-time needs
- There is a direct link between better customer experiences, revenue growth and lower costs

* Forrester Consulting Research Paper: Content Supply Chains Prevent Continuous Customer Journey's

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Welcome Blender

Blender™ offers a personalized engagement platform to more effectively serve the customer by building stronger relationships, igniting action and fueling continuous improvement

Values:

- Pulls data out of its silos
- Uses data and technology to engage with customers to help them address and self-service their travel and travel disruption concerns, needs and challenges
- Targets the right customer, with the right data/action, at the right time
- Reduces a travel company's added resources and costs associated with travel disruptions
- Integrates existing and 3rd party tools and applications
- A flexible and modular technology framework

The **Blender** experience can start through:

- Digitizing travel documents
- Booking confirmation
- Registration form
- Download of existing customer data

Welcome Watson Virtual Assistant

Watson Virtual Assistant communicates with customers on demand to answer questions and provide support services in times of disruption as well as in normal times.

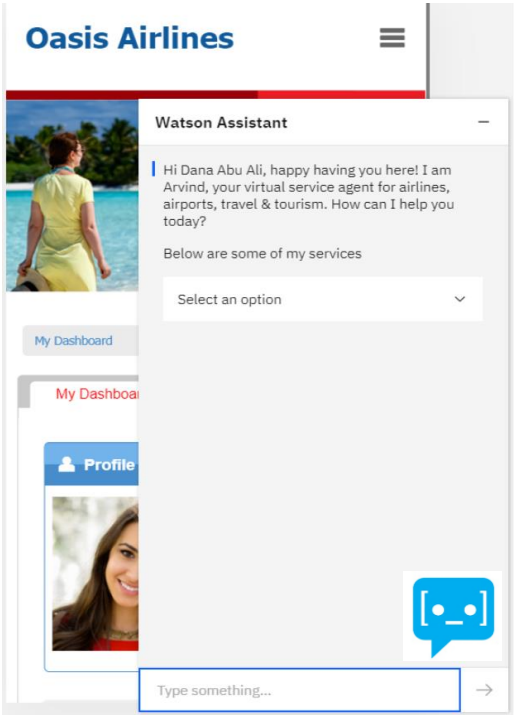
Values:

- In times of travel disruptions, and disruptive events like Covid-19, Watson Virtual Assistant can contact and interact with customers to provide important crisis information, answer questions and help them make travel changes.

  > Benefiting customers with timely service and support.

  > Benefiting company's by handling increased call volumes from disruptions that would normally fall to a company's call center and service staff.

- In normal times Watson Virtual Assistant can respond to customer questions and assist customers with relevant travel information before, during, and after travel.

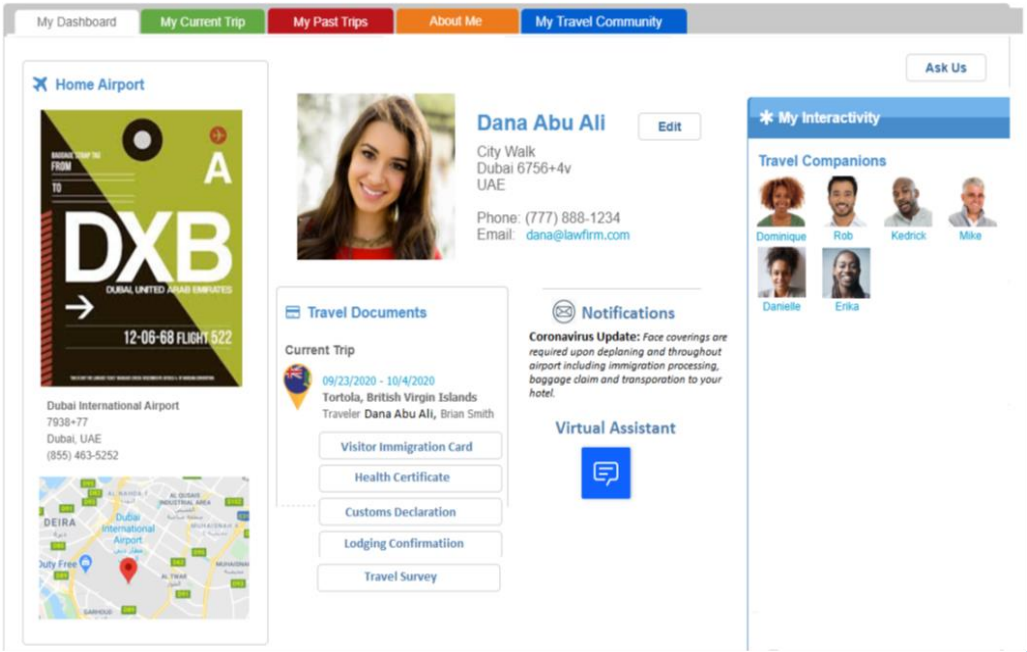


Personalized Traveler Dashboard

Arvind engages and communicates with customers on an individual basis including the provisioning of a personalized dashboard with information that is personally relevant to them and their needs

Convenience, ease of engagement and personalization combined with safety and security will be critical drivers moving forward.

It is more important than ever that businesses have a seamlessly integrated technology strategy for their business processes and customer engagement.



Digitizing Travel Documents & Other Data Sources

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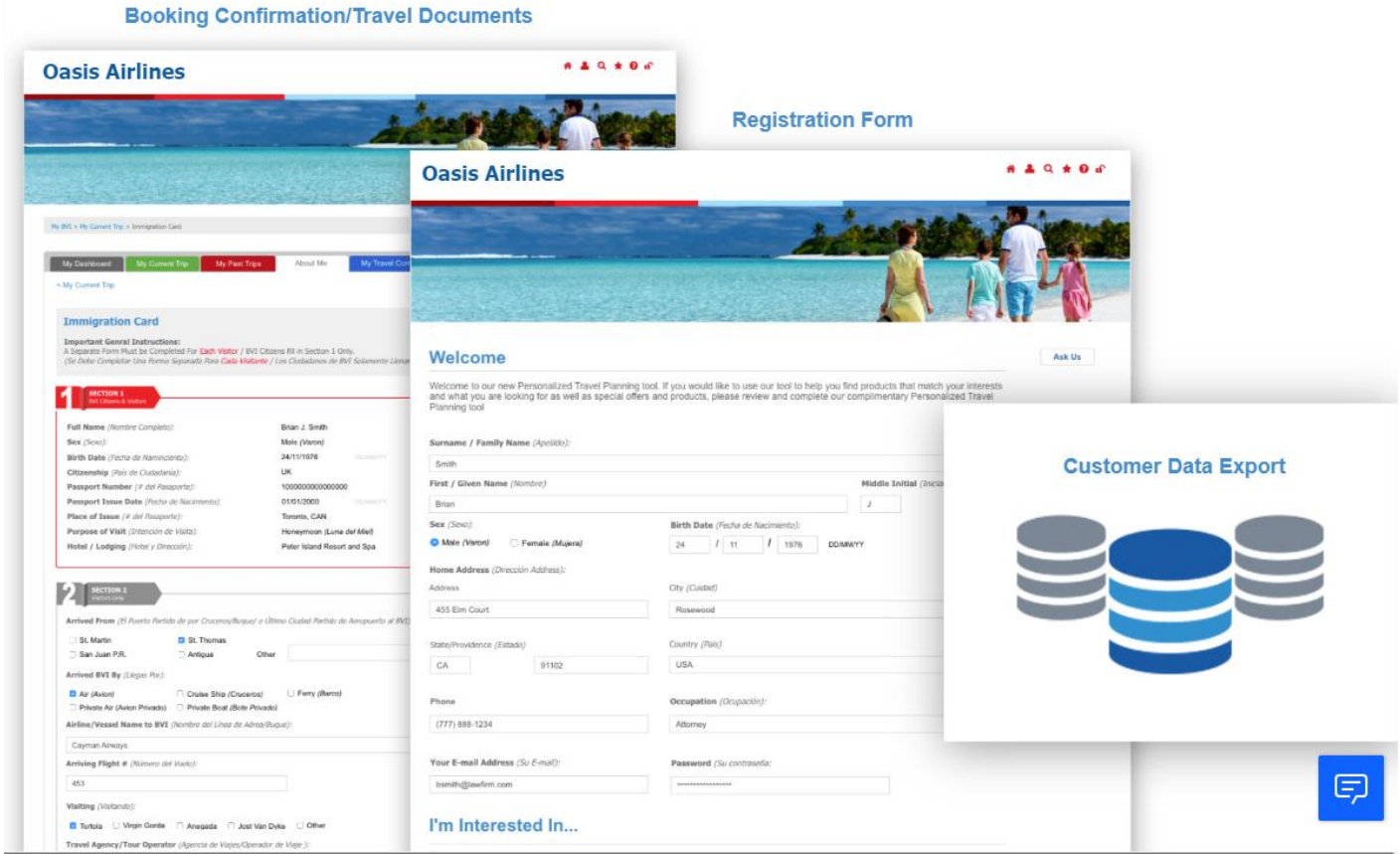

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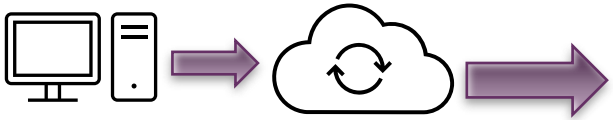
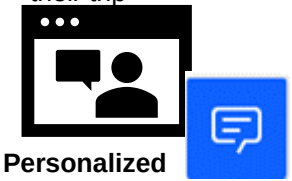
Touchless & Connected Travel Solution



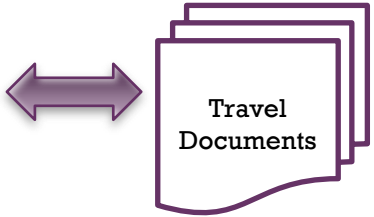
Traveler fills out Visitor Immigration Card and other required travel documents; and uploads Medical Tests and Health Certificates

Traveler gets a Personalized Dashboard with Virtual Assistant to access, manage and present required travel documents throughout their trip



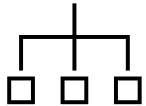
Personalized Dashboard

Virtual Assistant

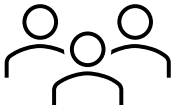


Documents are electronically transmitted to the appropriate Government Departments

Traveler Arrives and goes thru Immigration



Immigration / Border Control swipes passport and verifies documentation that was electronically sent and processes traveler entry



Travelers has mobile access to their Personalized Dashboard and relevant travel information and documents

Arvind creates a 2-way communications channel with traveler to connect engage them with important destination information, alerts and updates

Solution Benefits

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- Digitized Travel Documents
  - Facilitates Touchless Travel experience
  - Enables travel authorization prior to travel for improved arrivals preparation and entry processing
  - 100% accurate and immediate traveler data and statistical information
  - Cost Savings
    - Eliminates document printing and out of date documents
    - Eliminates document data entry processing
- Direct communications channel with travelers before during and after travel
  - Keep travelers informed on important and ever-changing destination, travel, and disruption information and alerts
  - Cost Savings
    - Reduced communications and communication cost to get the right information gets to the right person at the right time
- Virtual Travel Assistant
  - Improve ability to respond to traveler questions and information requests
  - Cost Savings:
    - Reduces resource demand and servicing costs brought about disruptive events
    - Increased customer responsiveness at significantly lower cost

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